Understanding In-App Purchase Intention of freemium games among Gen-Z in India

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ABSTRACT: - We have conducted a study 'Understanding In-App Purchase Intention of freemium games among Gen-Z in India' in order to partial fulfilment of the requirement of the award for the degree of master of business administration. This study came with a great opportunity for us to gather more knowledge regarding Freemium services and how and why users are more inclined to purchase after using freemium games.

The reason for our research in the freemium sector is due to its popularity of usage in the business world. Here, we discuss the in-app purchase behaviour of freemium games among generation-z individuals in India. This will help businesses to understand why free users are purchasing premium features while they are using free versions of their applications. We will put our focus on generation z individuals and understand what inclined them to purchase paid features. The present study aims to understand the purchase intention of generation z gamers.

Keywords: Perceived value construct, in-app purchase intention, freemium model, freemium pricing, freemium revenue model, freemium and premium, a freemium business model, a freemium strategy, a freemium game, a freemium subscription based, a successful freemium strategy is possible when, what's a freemium, make a freemium app, starting a freemium business, freemium business model template, freemium economics, freemium e business model, freemium e-business model, freemium features, freemium game model, freemium isn't free, freemium game, freemium pricing model, freemium pricing,

freemium revenue streams, freemium strategy, freemium subscription model, freemium to paid conversion rate, freemium to premium conversion rates, freemium upsell, freemium to paid conversion rate increases

I. INTRODUCTION

The freemium business model has soared globally. It is an excellent strategy adopted by many companies across the world. A freemium product/service is one in which users get to use the product for free, but they need to pay additional charges to use extra features. These features may vary from power-ups, loot boxes to customizable character clothing and accessories. The freemium business model can help drive huge traffic to the companies' applications. In a similar way, the freemium business model has helped drive traffic to free-to-play games built by developers. In its most basic form, this model provides a free base service and charges for additional product or service capabilities. The model grew dominant not only among Internet companies and companies that build smartphone applications but also among other content companies. (Despot, Lebeda, & Tomašević, 2015)

The freemium model has gained a lot of attention in the media, and opinions on its use are varied. Therefore, studying attitudes towards this business model could provide interesting insights (Hamari, Hanner, & Koivisto, "Why pay premium in freemium services?" A study on perceived value, continued use and purchase intentions in free-to-play games, 2019). It allows improved user acquisition by offering the core service for free. The large user base can then be converted to paying customers within the service (Oestreicher-Singer & Zalmanson, 2013).

Freemium is a combination of free and premium and the strategy is quite popular among the top players in the digital industry. Market leaders like LinkedIn, Tinder, YouTube, Candy Crush, etc. use a freemium model to increase their user-base and generate more revenue by implementing micropayment (small or tiny installments) strategies. Freemium is a business model whose name was coined in 2006 by Fred Wilson, a futurist and investor. (Despot, Lebeda, & Tomašević, 2015). Since then, freemium has been used in many digital companies. They offered basic programs that were free for consumers to try but with limited capabilities. In order to get the full package, they had to upgrade and pay a charge. This popular model was then incorporated by gaming companies as well. All kinds of people were allowed to play the game but special features and advanced levels of the game were only unlocked by the user who paid for them.

Because there are no fees connected with freemium, it pressurises or compels people to check out new apps or services in a sneaky way. This enables businesses to collect user data and serve them adverts in order to make income, increase sales, and learn more about their usage habits. It also enables businesses to increase or enhance their brand recognition, particularly among start-ups, even if customer assistance is limited. We can also utilise this to our advantage to acquire and collect data on customers and their behaviour in order to determine what purchase intention motivates them to pay for a premium feature in a freemium game.

To summarize this study will explore the relationship between the freemium business model in the gaming sector and the purchase intentions of gen z individuals. Gen Z is a group of young adults born in the mid-to-late 1990s who have been characterized as high-tech savvy, educated technology users. (Priporas, Stylos,

& Fotiadis, 2017). Gen Z is a perplexing generation since they appear to behave differently than previous generations, with higher expectations, little brand loyalty, and a greater focus on the experience.

II. OBJECTIVE

1. To understand the purchase behaviour of gamers while playing freemium digital games
2. To understand the behaviour of gamers in relation to Gen Z population in India.
3. To understand the factors influencing the purchase intention of Gen Z gamers in India

III. RATIONALE OF THE PROPOSED STUDY

The freemium business model has been the revenue generating model in recent years and the significance of it cannot be ignored. It has been used in software from mobile apps to games and is heavily researched upon. According to (Ferreira de Souza & Ferreira de Freitas, 2017), further research and buying intention was recommended in the freemium gaming sector. We also decided the freemium sector in the gaming segment because other research has studied the purchase intentions of gen z for smartphones, intentions in online shopping, and the influence of social media on the purchase intention of gen z. The understanding of the purchase intention of gen z regarding freemium games has opened scope for study. This is because purchase behavior pertaining to the demographic differences of gen z gamers in India is still not explored.

IV. LITERATURE REVIEW:

In the freemium context pertaining to key factors such as social value, continuous use intention, and social influence that all affect purchase intention were studied by (Shi, Xia, & Huang, 2015) and recommendations and strategies have been given several designs and targeting strategies for freemium business models and social games. We have closely followed the work of (Hamari, Hanner, & Koivisto, 2019), (Ferreira de Souza & Ferreira de Freitas, 2017) and (Mitros, 2020). That is how we were able to choose our area of interest and proceed further as recommended by them for future research.

A study on perceived value, continued use and purchase intentions in free-to-play games by (Hamari, Hanner, & Koivisto, 2019)were closely followed and the factors that influence purchase intentions are enjoyment, social value, social influence and economic value whereas the factor quality was not considered to be a supporting factor that influenced the purchase intention. Similar factors that influenced purchase intention were found to be common among other studies as well and this will help us get an understanding of the purchase intention of individuals or consumers regarding freemium-based products. However, we have narrowed our focus to Gen Z individuals for this study. According to (Priporas, Stylos, & Fotiadis, 2017), Gen Z is a group of young adults that have been characterized by them as highly educated and experts in the technology field. (Mohammed, 2018) believed that dealing with the next generations and Gen z will need new models which can be very much different to those pertaining to previous literature and may require new tools for analysis and marketing strategies.

Gen Z, known by a variety of monikers including iGen, Plurals, Founders, Pivotals, and the Homeland Generation, is made up of individuals born from around 1990–2010. This group makes up the largest percentage of the US population and is the most diverse to date. This, combined with the large amount of discretionary spending money at their disposal, has led to their intensive study by the business sector. (Talmon, 2017). In comparison to Gen Z learners, it is necessary to review the origins of commonly held characteristics of the Millennial generation, which currently makes up the majority of medical students and residents. Millennials grew up in the relatively prosperous and peaceful 1990s, which has resulted in an optimistic (and sometimes altruistic) outlook on the world. Their childhoods were more structured and scheduled than any previous generations, and they had a significant impact on their family environment, resulting in a decreased tolerance for ambiguity and a preference for informal communication with teachers and leaders.

These messages have led Millennials to have higher self-esteem compared with other generations and an affinity for group work. (Stillman, David, & Stillman, 2017). Children born after September 11, 2001, grew up in a world marked by economic uncertainty, political polarisation, and multiple foreign wars. The media they were exposed to was more negative, with almost every Gen Z child witnessing a public figure they idolised suffer failures or scandals in full view of the public. They did, however, witness advancements in equality, such as the election of an African American president and progress on gay marriage. Their Generation Z parents have a "CIA" parenting style, in which they use technology to stay involved in their children's lives and academic progress while remaining less visible in day-to-day activities.

Parents of Generation Z tended to advocate for their own preferences in terms of independence, identifying and dealing with flaws, and scepticism of established processes and trends. Because of these factors, Gen-Zers have a more pragmatic view of the world than Millennials, as evidenced by a higher prevalence of risk aversion, financial frugality, and the expectation that they will have to work harder than their predecessors.

Technology has had a significant impact on Gen Z's preferences. At least 75% of people own smart phones and use them several times per hour. The majority of people spend at least 9 hours per day interacting with digital content. Online videos are the most popular source of information, with 95 percent of people watching YouTube every day. On average, a Gen Z person watches 70 videos per day, with at least two-thirds turning to online videos for daily instructional information. Gen Z, on the other hand, does not just consume content. Technology has had a significant impact on Gen Z's preferences. At least 75% of people own smart phones and use them several times per hour. The majority of people spend at least 9 hours per day interacting with digital content. Online videos are the most popular source of information, with 95 percent of people watching YouTube every day. On average, a Gen Z person watches 70 videos per day, with at least two-thirds turning to online videos for daily instructional information. Gen Z, on the other hand, does not just consume content.

(Beall, 2017)Gen Z's preferences have been influenced by their experiences with technology and the online world. Students in Generation Z expect on-demand, low-barrier access to all information, and they frequently choose sources that present information in "bite-sized" chunks. They expect to be able to provide and receive real-time feedback, as well as access to that provided by their peers, having grown up in the era of user reviews. Personalization and relationships, including institutions and authority figures, are also important to them.

Other differences between Millennial and Gen Z students have been noted by secondary and undergraduate teachers. "DIY" (task-oriented) and multichannel information gathering appear to be more common among Gen Z students. Some have noticed a decreased ability to form conceptual connections and a greater difficulty distinguishing fact from opinion online in the age of pushed information and "hyperlinks." Gen Z has also been shown to have a higher proclivity for task-switching, or rapidly switching from one activity, task, or source of information to another.

In conclusion, while many of the trends observed among current Millennial medical students will continue among Gen Z students, there are differences in Gen Z students' perspectives, preferences, and expectations that may influence how they approach professional training. Understanding these differences will enable instructors to connect more effectively with the next generation of students and continue to develop effective, student-centered educational programs.

Another factor as mentioned earlier; quality, on the whole does not seem to influence purchase decisions and this was studied and validated by the same authors who conducted research on customer willingness and its relation to perceived quality (Hamari, Hanner, & Koivistoa, 2017). However, they found that continuous use intention was a factor that was affected by perceived quality. Continuous use intention or continuance intention (CI) which is a direct factor that affects purchase intention is a key variable that was proved and studied by other researchers. (Shi, Xia, & Huang, 2015), (Kim, Lee, & Zo, 2018).

Other key factors that affected purchase intention were game design and enjoyment which were also commonly agreed upon by other researchers shown by their study results. (Lohse, 2020). He concluded that motivation which is another factor is a stronger influence for purchase decisions that social influence (social value). Motivation was also proved to be an affecting variable for purchase intention by (Mitros, 2020). Also, people tended to buy goods that they could try first or experience first-hand. This proved true over virtual goods which couldn't be experienced and had to be tried out. This is how freemium as a business model signifies its role in revenue generating strategies.

Attitude is another factor which is said to affect purchase intentions greatly over enjoyment where enjoyment seemed to produce a less substantial amount of influence. The likelihood of making a purchase was positively related to one's attitude. (Hamari, 2015). The author has studied the relationship between motivation to play and the intention to pay for premium games.

The price value or economic value of the premium subscription is considered another factor by (Mäntymäki, Najmul Islam, & Benbasat, 2019). Along with enjoyment, the price value is considered to be an independent variable which proved their hypothesis. The price value of the premium subscription proved to be a deciding factor in the intention to purchase virtual goods. Out of 14 hypothesis statements, five hypothesis had a positive outcome. Firstly the effect of enjoyment on the intention to upgrade is stronger than on the intention to retain the premium subscription. Secondly, the effect of price value on the intention to upgrade is stronger than on the intention to retain the premium subscription. Third, the effect of ubiquity is stronger on the intention to retain the premium subscription than on the intention to upgrade. Fourth the effect of ubiquity on price value is moderated by subscription type, such that the effect will be stronger among premium users. Fifth the effect of the discovery of new content is stronger on the intention to retain the premium subscription than on the intention to upgrade. (Mäntymäki, Najmul Islam, & Benbasat, 2019). However, the price value did not affect purchase intentions according to (Kim, Lee, & Zo, 2018). The main factors satisfaction and loyalty were of prime importance in this study. On examining the relationship between satisfaction and loyalty, they found that satisfaction had no direct effect on intention to purchase. Satisfaction and loyalty were split to study more focused variables such as satisfaction, free mentality, personal innovativeness, usage period, interpersonal relationships (Social influence), alternative attractiveness, switching cost, relative advantage and value for money. The independent variables that positively affects intention to purchase are satisfaction, innovativeness, usage period, interpersonal relationship, switching cost and relative advantage.

These were the factors that affected the purchase intention of consumers of a freemium product in general and by these references, we can understand an individual's intention to purchase virtual goods in a freemium model. The most suitable model in study of freemium business model is the Perceived value model (PERVAL) which was adopted by (Hamari, Hanner, & Koivisto, 2019) and then by (Mitros, 2020). We use this similar model to survey gen z individuals in India, and gather and analyze that data.

V. Hypothesis Framework

H_{01}: Social Value does not affect the intention to purchase in-game items.

H_1: Social Value affects the intention to purchase in-game items.

H_{02}: A good economic value of the in-game item does not affect the intention to purchase in-game items.

H_2: A good Economic Value of the in-game affects the intention to purchase in-game items.

H_{03}: Social influence such as friend's, family's, or peer's suggestion to buy in-game items does not affect purchase intentions.

H_3: Social influence such as friend's, family's, or peer's suggestions to buy in-game items affects and increases purchase intentions.

H_{04}: Enjoyment in the game will not increase or affect purchase intention of in-game items.

H_4: Enjoyment in the game will increase and affect the purchase intention of in-game items.

VI. RESEARCH METHODOLOGY

In this present study, we are going to understand the in-app purchase intention of freemium games among gen-z in India.

Our research is going to be of Survey type and descriptive study has been designed. In Survey method, respondents answer the questions administered through questionnaire or schedule.(Farooq, 2018) Online questionnaire was chosen due to the current pandemic. Hence, the most-likely we are going to use is probability sampling and will be quantitative research. If participants are not responding positively, we may have to change it up to "convenience sampling" or non-probability sampling.

Questionnaires can be circulated through google forms, discord, Reddit, and FB group/communities as well, because the target groups of participants must be willing to spend (or should have spent) money on freemium based games and must have purchasing power since they are a young generation and have just begun their career.

VII. Sample Framework

As mentioned earlier, Gen-Z is a population of individuals born in the late mid to late 1990s and has been characterized as a technologically savvy and educated generation. However, we personally feel, that their purchase intention especially of freemium games is limited in India due to vast economic, and lifestyle differences as compared to Gen-Z individuals in other countries. But, we cannot make assumptions here, and we proceed with using the previously adopted 'perceived value' (PERVAL) model by (Hamari, Hanner, & Koivisto, "Why pay premium in freemium services?" A study on perceived value, continued use and purchase intentions in free-to-play games, 2019) that consists of independent variables such as economic value, social value, and enjoyment. These variables are that which may or may not have an effect on the dependant variable, 'purchase intention.'

Population: 293

After eliminating responses after qualifying questions, Sample size was 49.

VIII. Questionnaire design

The questions were framed utilizing scales from previous researchers. The scales were first noted down and then modified by adding the right number of words to suit our target study population.

The Scales are shown as below.

Table 1: Scale Items

	Statements	Author	Citation
1	My friends think that buying in-game items is a good idea.	Mitros et al., 2020	Mitros, V., & van Voorden, M. (2020). PURCHASE INTENTION OF GAMER GROUPS IN FREE-TO-PLAY COMPUTER GAMES.
2	Buying in-game items improves the way I am seen by others.	Mitros et al., 2020	Mitros, V., & van Voorden, M. (2020). PURCHASE INTENTION OF GAMER GROUPS IN FREE-TO-PLAY COMPUTER GAMES.
3	All in all the game offers value for money	Hamari et al., 2019	Juho Hamari, Nicolai Hanner, Jonna Koivisto, "Why pay premium in freemium services?" A study on perceived value, continued use and purchase intentions in free-to-play games.
4	Overall, I am happy with the price of the Spotify Premium Subscription.	Mantymaki et al., 2020	Mäntymäki, M., Islam, A. N., & Benbasat, I. (2020). What drives subscribing to premium in freemium services? A consumer value-based view of differences between upgrading to and staying with premium.
5	People who are important to me think I should use mobile internet	Venkatesh et al., 2012	Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology.

6	People whose opinions I value prefer that I use mobile internet	Venkatesh et al., 2012	Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology.
7	Playing the online game was interesting in itself	Choi, D., & Kim, J. (2004)	Choi, D., & Kim, J. (2004). Why people continue to play online games: In search of critical design factors to increase customer loyalty to online contents.
8	Playing the online game was fun	Choi, D., & Kim, J. (2004)	Choi, D., & Kim, J. (2004). Why people continue to play online games: In search of critical design factors to increase customer loyalty to online contents.
9	I predict that I will keep playing the game in the future at least as much as I have played it lately	Hamari et al., 2019	Juho Hamari, Nicolai Hanner, Jonna Koivisto, "Why pay premium in freemium services?" A study on perceived value, continued use and purchase intentions in free-to-play games.
10	I intend to purchase the in-game item at least as often within the next month as I have previously played it	Hamari et al., 2019	Juho Hamari, Nicolai Hanner, Jonna Koivisto, "Why pay premium in freemium services?" A study on perceived value, continued use and purchase intentions in free-to-play games.

IX. Data Analysis and Interpretation:

Tools and Techniques:

The data was analysed using SPSS software. A chi-square test was performed by cross tabulating the dependant and independent variables.

Table 3: Summary of sample characteristics

3a:

Age group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-18	111	37.9	37.9	37.9
	19-24	171	58.4	58.4	96.2
	25-35	11	3.8	3.8	100.0
	Total	293	100.0	100.0	

Table 3b:

Population that play games

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	123	42.0	42.0	42.0
	No	77	26.3	26.3	68.3
	Sometimes	93	31.7	31.7	100.0
	Total	293	100.0	100.0	

Table 3c:

Have you made purchase of in-game items recently

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	132	45.1	45.1	45.1
	No	161	54.9	54.9	100.0
	Total	293	100.0	100.0	

Table 4:

Statistical summary

		Please choose your age group	Do you Play Online games?	Have you made purchase of in-game items recently
N	Valid	293	293	293
	Missing	0	0	0
Mean		1.66	1.90	1.55
Std. Error of Mean		.032	.050	.029
Median		2.00	2.00	2.00
Mode		2	1	2
Std. Deviation		.549	.854	.498
Variance		.301	.729	.248
Sum		486	556	454

Table 5a:

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
				Significance	Lower Bound	Upper Bound	Significance	Lower Bound	Upper Bound
Pearson Chi-Square	140.056[a]	120	.102	.105[b]	.024	.186			
Likelihood Ratio	94.139	120	.961	.463[b]	.331	.595			
Fisher's Exact Test	136.402			.474[b]	.342	.606			
Linear-by-Linear Association	4.285[c]	1	.038	.053[b]	.000	.112	.021[b]	.000	.059
N of Valid Cases	49								

a. 143 cells (100.0%) have expected count less than 5. The minimum expected count is .02.

b. Based on 95 sampled tables with starting seed 2000000.

c. The standardized statistic is 2.070.

➢ At α=0.05 (5% significance),

➢ Since, p-value (0.102) > α value(0.05),

➢ H_{01} is accepted and H_1 is rejected

➢ There is no dependency between Social Value and Purchase Intention.

➢ Therefore, Social Value does not affect the intention to purchase in-game items.

Table 5b:

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
				Significance	Lower Bound	Upper Bound	Significance	Lower Bound	Upper Bound
Pearson Chi-Square	188.364 a	132	.001	.000ᵇ	.000	.047			
Likelihood Ratio	109.277	132	.926	.011ᵇ	.000	.037			
Fisher's Exact Test	161.008			.011ᵇ	.000	.037			
Linear-by-Linear Association	6.843ᶜ	1	.009	.000ᵇ	.000	.047	.000ᵇ	.000	.047
N of Valid Cases	49								

a. 156 cells (100.0%) have expected count less than 5. The minimum expected count is .02.

b. Based on 95 sampled tables with starting seed 624387341.

c. The standardized statistic is 2.616.

➢ At α=0.05 (5% significance)

➢ Since p-value (0.001) < α value(0.05)

➢ H_{02} is rejected and H_2 is accepted

➢ There is a dependency between economic value and purchase intentions.

➢ Therefore, a good Economic Value of the in-game affects the intention to purchase in-game items.

Table 5c:

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
				Significance	Lower Bound	Upper Bound	Significance	Lower Bound	Upper Bound
Pearson Chi-Square	129.536 a	132	.544	.505[b]	.373	.637			
Likelihood Ratio	94.564	132	.994	.716[b]	.597	.835			
Fisher's Exact Test	151.369			.674[b]	.550	.798			
Linear-by-Linear Association	1.567[c]	1	.211	.189[b]	.086	.293	.095[b]	.017	.172
N of Valid Cases	49								

a. 156 cells (100.0%) have expected count less than 5. The minimum expected count is .02.

b. Based on 95 sampled tables with starting seed 957002199.

c. The standardized statistic is 1.252.

- At α=0.05 (5% significance)
- Since p-value(0.544) > α value(0.05)
- H_{03} is accepted and H_3 is rejected
- There is no dependency between social influence and purchase intention
- Social influence such as friend's, family's, or peer's suggestion to buy in-game items does not affect purchase intentions.

Table 5d:

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
					99% Confidence Interval			99% Confidence Interval	
				Significance	Lower Bound	Upper Bound	Significance	Lower Bound	Upper Bound
Pearson Chi-Square	144.791 a	120	.061	.095[b]	.017	.172			
Likelihood Ratio	95.897	120	.948	.221[b]	.111	.331			
Fisher's Exact Test	136.846			.200[b]	.094	.306			
Linear-by-Linear Association	.266[c]	1	.606	.611[b]	.482	.739	.326[b]	.202	.450
N of Valid Cases	49								

a. 143 cells (100.0%) have expected count less than 5. The minimum expected count is .04.

b. Based on 95 sampled tables with starting seed 92208573.

c. The standardized statistic is -.515.

- At $\alpha=0.05$ (5% significance)
- Since p-value (0.061) > α value (0.05)
- H_{04} is accepted and H_4 is rejected
- There is no dependence between enjoyment and purchase intention
- Therefore, enjoyment in the game will not increase or affect purchase intention of in-game items.

Common method variance

CMV was assessed in which all items are entered into a principal component analysis without rotation. The test was run and it was found that a single factor explained 23.6% of total variance which is less than 50%. Therefore, CMV was found to be under control.

Table 6a

Communalities

	Initial	Extraction
SV1	1.000	.440
SV2	1.000	.356
EV1	1.000	.271
EV2	1.000	.398
SI1	1.000	.290
SI2	1.000	.147
E1	1.000	.041
E2	1.000	.008
PI1	1.000	.372
PI2	1.000	.041

Extraction Method: Principal Component Analysis.

Table 6b

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.364	23.637	23.637	2.364	23.637	23.637
2	1.721	17.208	40.844			
3	1.232	12.315	53.160			
4	1.027	10.272	63.432			
5	.824	8.235	71.667			
6	.763	7.627	79.293			
7	.652	6.524	85.818			
8	.588	5.884	91.702			
9	.450	4.498	96.200			
10	.380	3.800	100.000			

X. Results and Findings:

It was found that social value had no effect and significant impact on purchase intentions of gen-z individuals to buy in-game items and therefore, H_{01} was accepted. (p=0.102; p > 0.05). Even social influence and enjoyment had no significant impact on purchase intentions of gen-z individuals to buy in-game items. However, economic value had a significant impact on purchase intention. Here, H_{02} is rejected and H_2 is accepted (p=0.001; p < 0.05). The chi-square test is shown in Table 5a-5d.

This study revealed that economic value impacts the intentions to purchase among gen-z who played freemium games.

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